

Media Guide Device & Service Unit

ITmedia
Mobile

ITmedia
PC USER_

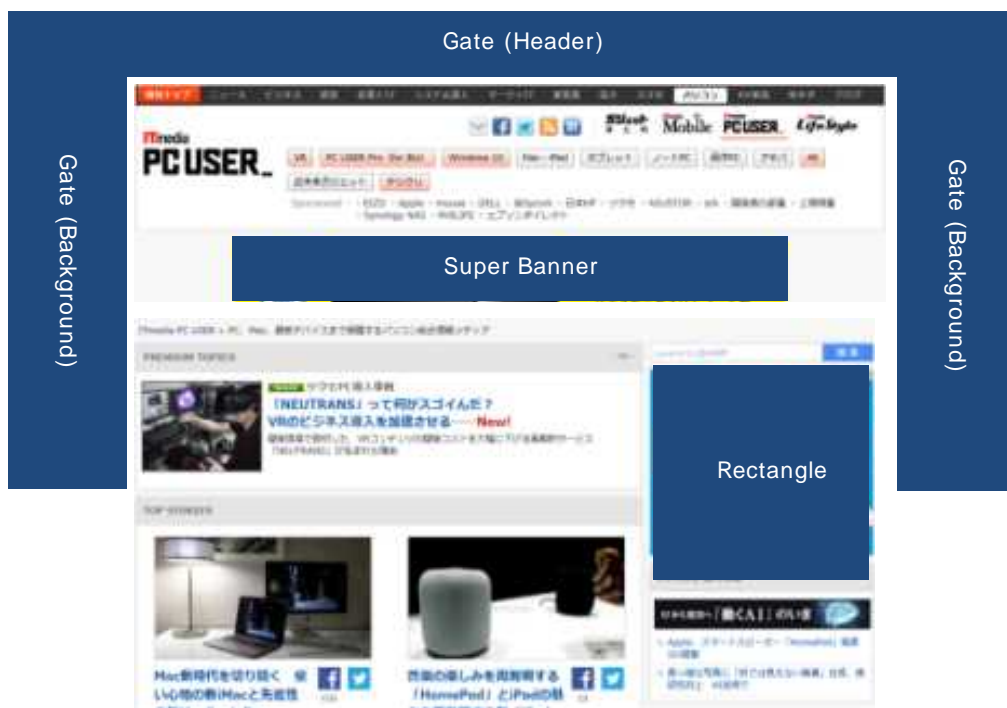
Ver 4.0 as of December 2018



ITmedia Inc.

Banner – Gate Pack

Gate Pack is a banner package including "Gate (Header / Background)", "Rectangle" and "Super banner." It is the advertising providing highly impact and suitable for branding.



Display Appearance and Frequency

All banners are displayed simultaneously.
 Frequency is various in each medium. Please refer to details in the chart at the bottom.
 Only Gate (Header / Background) is not available.
 Rectangle banner is inserted only on index page in this package.
 Please note Welcome Screen banner of different clients may be inserted in the same period.

Banner Specifications

Gate (Header)

- Banner size : W990pix x H80pix
- File size : Less than 100KB
- Animation : Less than 30 seconds
- File format : gif/jpeg

Gate (Background)

- Banner size : W1280pix x H600pix
- File size : Less than 200KB
- Animation : Not Available
- File format : gif/jpeg

Other Specifications

- Ad Server : ITmedia ad server (Third party ad tag is not allowed.)
- Banner Clickable setting: Available
- URLs : Client can specify URLs respectively for Gate (Header and Background), Super Banner and Rectangle Banner.
- Audio : N/A
- Number of Banner Material: 1
- Banner replacement during the insertion period: N/A
- Material deadline : 10 business days prior to the insertion
- Report : Available (Impressions & Clicks of Gate / Super banner / Rectangle)

When visitors scroll the website vertically, Gate(Background) will always appear in the web browsers as side floating banners.

The visible areas of Gate (Background) are 145 pixel of each side. Though the banner size specification is W1280 x H600 pixel, please put the pictures and body copies in the 145 pixel of each side.

Media	Location	Slot	Frequency	Term	Est. Impressions	Rate
ITmedia Mobile	Index Page	1	About 50%	1 week	60,000	JPY1,000,000
ITmedia PC USER	Index Page	1	About 50%	1 week	55,000	JPY1,000,000

Banners – TOP, Articles

Useful medium for PC/Tablet users.

Web information site for PC and tablet users

Covering various devices from Windows PC, Macintosh, tablet, PC gadget, self-made parts to business-usage machines, this is PC related information medium providing new product releases and intensive product reviews.



Product	Location	Display	Term	Starting Date	Est. Impression	Slot	Rate	Unit Rate	File format	Banner size (W×H)	File size
Super Banner	TOP, SubTOP	Rotation	1 month	The first day of each month	170,000 Est.	2	¥500,000	-	gif, jpg	728×90	Less than 30KB
W-Super Banner	TOP, SubTOP	Rotation	1 month	The first day of each month	170,000 Est.	2	¥750,000	-	gif, jpg	728×180	Less than 60KB
Rectangle Banner	TOP, SubTOP	Rotation	1 month	The first day of each month	170,000 Est.	2	¥750,000	-	gif, jpg	300×300 / 300×250	Less than 50KB
W-Rectangle Banner	TOP, SubTOP	Rotation	1 month	The first day of each month	170,000 Est.	2	¥1,000,000	-	gif, jpg	300×600	Less than 80KB
Text Banner	TOP, SubTOP	Fixed	1 week	Monday	78,000 Est.	2	¥100,000	-	Text	Within 28 Japanese characters	-
PR-Features	TOP	Fixed	1 week	Monday	65,000 Est.	1	¥100,000	-	gif, jpg	icon:80×60 Title:Within 20 Japanese characters Text:Within 130 Japanese	Less than 12KB
2nd Rectangle Banner	ALL	Fixed	1 week	Monday	380,000 Est.	1	¥750,000	-	gif, jpg	300×300 / 300×250	Less than 50KB
Rotation Banner	Article	Rotation	As desired (1 week or more)	As desired	20万imp - guaranteed	-	-	0.8	gif, jpg	728×90	Less than 30KB
Rotation W-Super Banner	Article	Rotation	As desired (1 week or more)	As desired	20万imp - guaranteed	-	-	1.2	gif, jpg	728×180	Less than 60KB
Rotation Rectangle Banner	Article	Rotation	As desired (1 week or more)	As desired	20万imp - guaranteed	-	-	1.2	gif, jpg	300×300 / 300×250	Less than 50KB
Rotation W-Rectangle Banner	Article	Rotation	As desired (1 week or more)	As desired	20万imp - guaranteed	-	-	1.6	gif, jpg	300×600	Less than 80KB
Below the article Banner	Article	Rotation	As desired (1 week or more)	As desired	imp guaranteed	-	-	0.8	gif, jpg	300×300 / 300×250	Less than 50KB
Recommended PC Information text banner	All the pages of ITmedia Mobile and PC User	Fixed	1 week	Monday	930,000 Est.	15	¥500,000	-	Text	Within 21 Japanese characters x2lines	-
			1 month	The first day of each month	3,720,000 Est.		¥1,500,000				
P.5 WelcomeScreen	TOP	Every 12 hours / 1UB	1 week	Monday	32,000 Est.	1	¥750,000	-	gif, jpg	640×480	Less than 80KB

